Logo Usage Guidelines
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Igalia Logo Usage Guide

The following pages provide the guidance to support Igalia's logo usage.

If you are using the Igalia logo in your marketing and branding and have questions, please don’t hesitate to contact info@igalia.com.

Logo Representations

Igalia is an Engineering company, whose main objective is to develop solutions based on Free Software, as defined by the Open Source Initiative and the Free Software Foundation.

The Igalia logo consists of four transparent elements joined together to form a circle.

In the logo pack, the following files are provided:

Versions For Print
* Without tagline
  * CMYK - SLA, EPS
  * CMYK White Text - SLA, AI
  * Black - SLA, AI
  * White - SLA, EPS
* With tagline
  * CMYK - SLA, EPS
  * CMYK White Text - SLA, AI
  * Black - SLA, AI
  * White - SLA, EPS

Versions For Web
* Without tagline
  * RGB - SLA, PNG, JPEG (500, 170, 100px)
  * RGB White Text - SLA, PNG (500, 170, 100px)
  * Black - SVG, PNG, JPEG (500, 170, 100px)
  * White - SVG, PNG (500, 170, 100px)
* With tagline
  * RGB - SLA, PNG, JPEG (500px)
  * RGB White Text - SLA, PNG (500px)
  * Black - SVG, PNG, JPEG (500px)
  * White - SVG, PNG (500px)

The version selected will depend on the medium and design of the communication and the method of reproduction. The intent is to provide maximum flexibility and readability against a variety of backgrounds.
Color / White / Black Logo Usage

When choosing between color and white logos, always use the logo that provides the greatest contrast against the background.

Typically the cutoff will be around 50% background brightness.
Color vs Wired Logo Usage

When choosing between color and wired logos, always use the color logo when the media enables it.

When the color version cannot be properly reproduced or the chosen design calls for monochrome / gray scale style, use the wired version.
No-Tagline vs Tagline Logo Usage

The tagline version may be used for big formats and when the logo features in isolation.

For sizes in which the tagline is not easily readable (<400px width) or when the logo is shown along many other items, the no-tagline option should be used.
Defining Boundaries

To keep a good visibility of the logo, the grid should be respected. Placing any elements inside the grid should be avoided.

Logo and the tagline.
Colors

RGB: 255 / 255 / 0
CMYK: 6 / 0 / 96 / 0
#FFFFFF

RGB: 161 / 194 / 45
CMYK: 42 / 6 / 100 / 0
#A1C2D0

RGB: 191 / 231 / 229
CMYK: 24 / 0 / 11 / 0
#BCE9F5

RGB: 0 / 103 / 177
CMYK: 100 / 57 / 0 / 2
#0068B1

RGB: 255 / 0 / 0
CMYK: 99 / 100 / 0 / 0
#FF0000

RGB: 103 / 1 / 100
CMYK: 66 / 100 / 27 / 19
#670164

RGB: 255 / 255 / 153
CMYK: 3 / 0 / 49 / 0
#FFFF99

RGB: 255 / 153 / 0
CMYK: 0 / 47 / 100 / 0
#FF9900
### Unacceptable Logo Applications

<table>
<thead>
<tr>
<th>Unacceptable</th>
<th>Correct</th>
</tr>
</thead>
</table>

*Do not change the arrangement of the four colored elements.*

*unaligned versions of igalia logos*

*Do not change the placement or the dimensions of the logo mark.*

*versions of igalia logos with altered dimensions*

*Do not skew, stretch or compress the logo.*

*versions of igalia logos with skewed, stretched, and compressed rendering*

*Do not create outlines around the lettering to create contrast or add effects.*

*versions of igalia logos with added effects*
Unacceptable Logo Applications

- Do not rotate the logo.

- Do not change the position of the tagline.

- Do not add or subtract elements.
### Unacceptable Logo Applications

<table>
<thead>
<tr>
<th>Unacceptable</th>
<th>Correct</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Unacceptable Example" /></td>
<td><img src="image2" alt="Correct Example" /></td>
</tr>
</tbody>
</table>

Do not use busy backgrounds. Use simple backgrounds and with ample contrast for the logo.

<table>
<thead>
<tr>
<th><img src="image3" alt="Unacceptable Example" /></th>
<th><img src="image4" alt="Correct Example" /></th>
</tr>
</thead>
</table>

Do not recolor.

<table>
<thead>
<tr>
<th><img src="image5" alt="Unacceptable Example" /></th>
<th><img src="image6" alt="Correct Example" /></th>
</tr>
</thead>
</table>

Do not use the print version for screen use or vice versa. The colors will change significantly.

Eg. this document, is NOT meant for printing. Only for screen view.

<table>
<thead>
<tr>
<th><img src="image7" alt="Unacceptable Example" /></th>
<th><img src="image8" alt="Correct Example" /></th>
</tr>
</thead>
</table>

Do not adapt into a new logo.
Master Versions

In case of adapting the logo to a new design or size, the format to use as master version is Scribus’ SLA.

Scribus (https://www.scribus.net/) is a multiplatform Open Source page layout desktop application.

The only exceptions are the web targeted versions of the black and white wired logos. The master versions for them are in SVG format.

Inkscape (https://inkscape.org/) is a multiplatform Free and Open Source vector graphics editor capable of modifying SVG files.

Along the different versions and formats of the logo there are a couple of directories with helper scripts to generate print and web versions of the logo from the original SLA master versions.

These scripts will need Scribus ≥ v1.5.0 and Ghostscript.

Ghostscript (https://www.ghostscript.com/) is an Open Source interpreter for the PostScript® language and PDF files.
Igalia Logo print versions have been created using the **PSO Coated v3** (FOGRA51) ECI ICC color profile.

When creating pre-press material it is needed to consider that the colored Igalia Logo is composed of four transparent elements joined together. Hence, if the printing pipeline won't allow for transparencies, as it happens with PDF/X-1a and PDF/X-3 formats, it is needed to flatten these elements once they have been scaled to the final size so we won't lose resolution needlessly.

The helper scripts targeted to the Scribus’ **SLA** format will output properly flattened **PDF/X-3** in the PSO Coated v3 color space with crop and bleed marks.
Web Versions Notes

When creating material aimed to be used in a web browser, it is needed to consider that the colored Igalia Logo is composed of four transparent elements joined together.

It is important to understand that exporting from the source Scribus’ SLA format to SVG won't generate proper versions of the logo. Hence, when targeting the Web, it is better to use the provided PNG versions, downscaling when needed.

If we need to create a bigger version than the ones provided, the helper scripts written for the Scribus’ SLA format will output a proper PNG with transparent background. The resulting file should be a non-tagged image (no color profile embedded), nor should have had its colors transformed by any RGB color profile. If any, the target should be the sRGB color profile.